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ABSTRACT

A study was conducted by Johnson County Community College (JCCC) to assess public perceptions of the college. The survey was administered in spring 1982 to approximately 3,000 randomly selected households in Johnson County. Study findings, based on responses from 615 residents, revealed: (1) nearly 99% of all respondents had previously heard of the college, 96% thought JCCC had a good reputation, 95% felt that it provided a good education, and 92% indicated that it gave the community "its money's worth"; (2) the respondents from the northwestern and southern areas of the county were much more likely to have been enrolled or be planning to enroll in classes than the respondents from the northeastern and central areas; (3) students between the ages of 15 and 23 enrolled in classes primarily to earn a bachelor's degree, respondents from 24 to 39 years generally intended to prepare for new jobs or advance in present jobs, and respondents over 40 years predominantly enrolled for personal improvement and enrichment; (4) the respondents received information about JCCC from personal contacts, area newspapers, and class schedules; (5) the preferred sources of information on the college were direct mail and newspapers; and (6) the college was rated highest by the respondents in providing transfer instruction, lifelong learning, and job skills training. The survey instrument is appended. (HB)

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JCCC's Public Image:

Survey Findings

Public Information Office

Office of Institutional Research

November 1982

VC 840 018

JCCC'S IMAGE: SURVEY FINDINGS

The following are the major results of a survey to which 615 residents of Johnson County responded in the Spring of 1982. Additional details are contained in tables and comments that follow this summary.

JCCC'S PUBLIC IMAGE

JCCC does not have a name recognition problem; nearly 99 percent of all respondents had previously heard of the college.

Seven out of ten respondents agreed overwhelmingly that JCCC provides a variety of services "very well" or "above average," including:

* providing transfer education
* providing lifelong learning opportunities
* providing job skills training

In fact, on the average, 95 percent or more of all respondents rated JCCC's performance of all of its functions average or better.

An overwhelming percentage of these county residents agreed that JCCC:

* had a "good reputation" -- 96 percent
* provided "a good education" -- 95 percent
* gave the community "its money's worth" -- 92 percent
* was a place "to encourage friends to attend" -- 92 percent

Responses to the key issues of quality and cost were very favorable to JCCC:

* 76 percent of all respondents who had an opinion thought that "JCCC provides quality college instruction at a reasonable cost."
* 18 percent thought the cost "reasonable" but quality of instruction "not as good as it might be."
* 5 percent thought both the quality and cost high.
* Less than one percent were concerned about both cost and quality.

MARKETS FOR JCCC PROGRAMS

Respondents from the northwestern and the southern areas of the county were much more likely either to have been currently enrolled or planning to enroll in college classes at the time of the survey than respondents from the northeast and central areas.

In general, the major geographical markets for different JCCC programs were as follows:

* Northeast area -- credit and non-credit classes providing job training and personal development opportunities
* Central area -- non-credit classes for general interest and personal development

* Northwest area -- credit career programs
* South area -- credit courses for transfer

JCCC competes for students with intentions to enroll in college classes only with four-year colleges and universities. This competition appears most severe in the extreme northeastern corner of the county.

JCCC receives virtually no competition from other community colleges or vocational schools.

The types of activities and services that most attract the interest of county residents are predominately educational in nature, including:

* seminars, lectures and workshops
* library services
* concerts, plays, art exhibits and movies
* testing, career planning and placement

DIFFERENCES BY AGE AND SEX

Reasons for enrolling in college classes varied by age group:

* Students of traditional college age (15 - 23 year olds) primarily intended to earn a bachelor's degree.
* Respondents older than traditional college age, but a major community college market, (24 - 39 year olds) generally intended to prepare for new jobs or to advance in present jobs.
* Older respondents (40+ years old) predominately planned to enroll for personal improvement and enrichment.

Females were more likely to have used or to intend to use JCCC services. Also, females were slightly more positive about JCCC in general than were males.

CURRENT AND PREFERRED SOURCES OF INFORMATION ABOUT JCCC

Respondents received information about JCCC from the following sources:

* personal contacts
* area newspapers
* class schedules

They overwhelmingly preferred that the college provide them with current information by direct mail.

Newspapers were a second major preferred source of information about JCCC, especially among the older respondents, who constitute a major market for job training and personal development programs. The Kansas City Star/Times would apparently reach 90 percent or more of all survey respondents.

Radio was the preferred source for 15 - 23 year old clientele.

JCCC's Effectiveness in Providing Services

Figure 1 documents the overwhelmingly positive respondent ratings of the various services provided by the college:

*90% or more of the respondents judged all of JCCC's services to be average or better.

*Approximately 6 out of 10 respondents judged JCCC's services to be performed above average or very well.

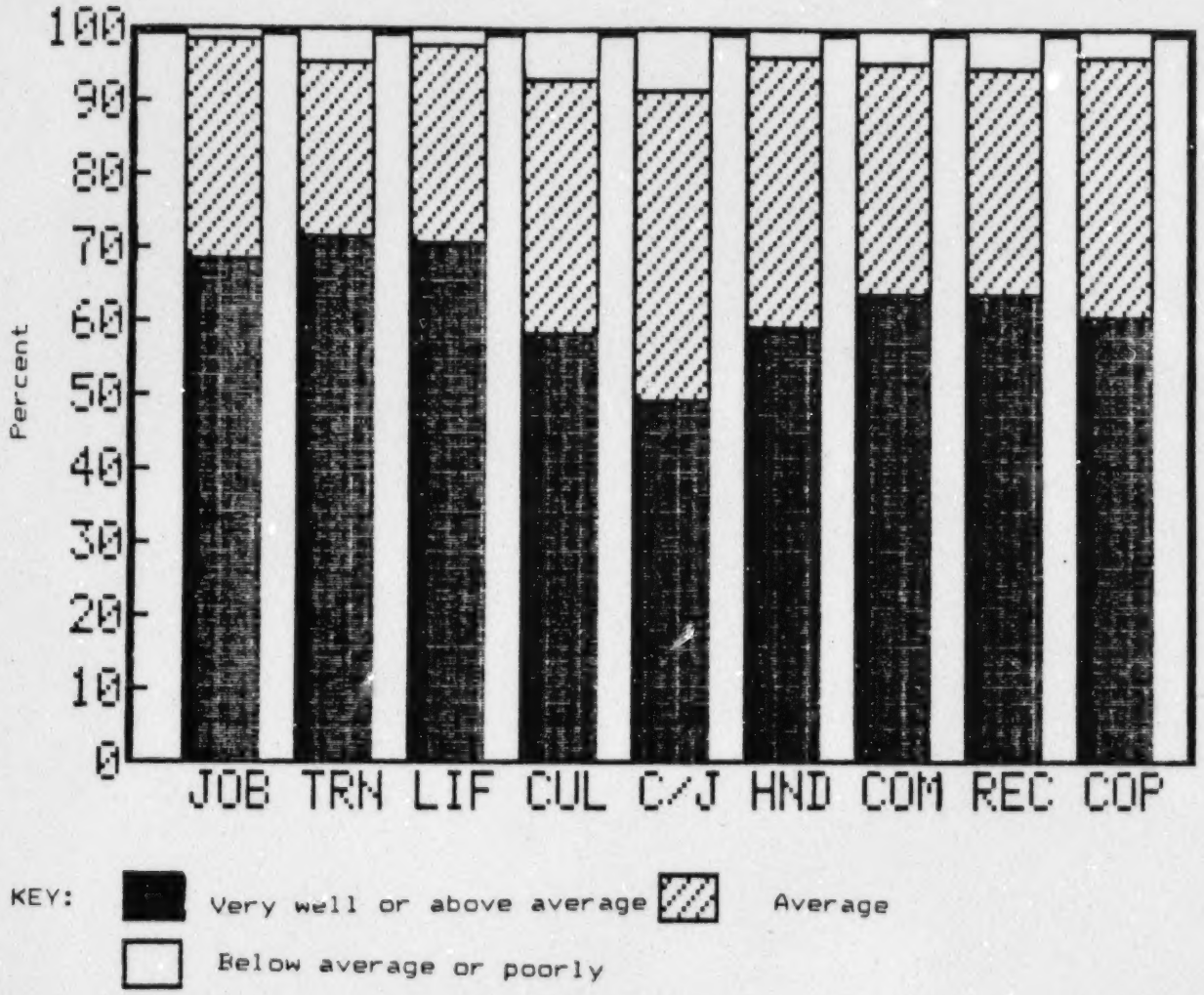
There were differences in the respondent perceptions of various services:

*Providing transfer instruction, lifelong learning opportunities and job skills training received the highest ratings.

*Providing counseling and placement services were identified as allowing the most opportunity for improvement.

FIGURE 1

RESPONDENTS' RATINGS OF JCCC SERVICES



JOB -- providing job skills training
TRN -- providing transfer instruction
LIF -- providing lifelong learning services
CUL -- providing cultural activities
C/J -- providing counseling and job placement services
HND -- providing services for handicapped students
COM -- responding to the community's educational needs
REC -- providing facilities for recreational and cultural activities
COP -- cooperating with local agencies to meet community needs

JCCC's Image

Figure 2 details the overwhelmingly positive image that JCCC has in the community:

*More than 9 out of 10 respondents rated JCCC's reputation and the quality of its education to be good.

*More than 9 out of 10 respondents thought JCCC and the education that it provides to be a "good buy" for the community and its students alike.

Two perceptions of JCCC were not unanimously positive:

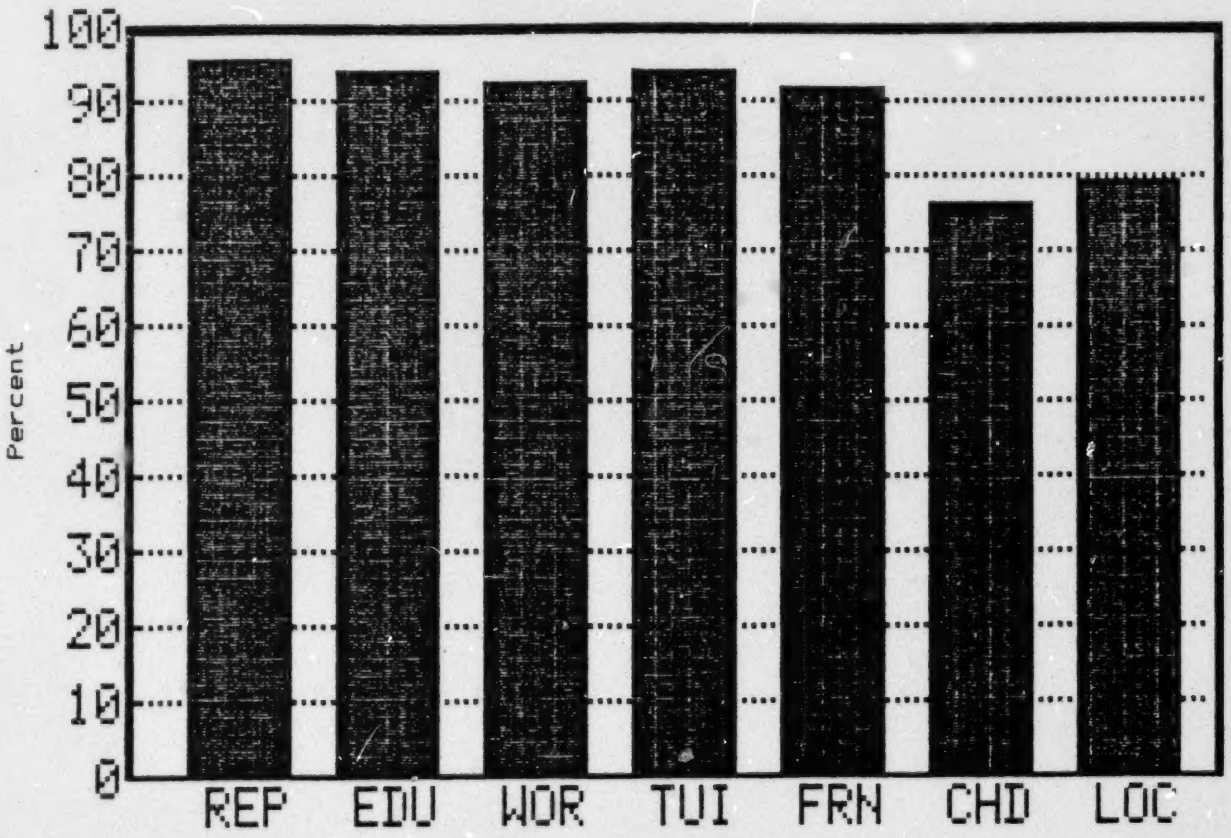
*Respondents were much more willing to encourage their friends to attend JCCC than they were willing to encourage their children to do so.

*The convenience of JCCC's location was perceived differently by different areas of the county.

Figure 3 identifies the differences concerning these two perceptions of respondents from different areas of the county.

FIGURE 2

RESPONDENTS' PERCEPTIONS OF JCCC



KEY: Agreement with statement

REP -- "JCCC has a good reputation."
EDU -- "Students receive a good education at JCCC."
WOR -- "The community gets its money's worth from JCCC."
TUI -- "The tuition at JCCC is reasonable."
FRN -- "I would encourage my friends to go to JCCC for their education."
CHD -- "I would encourage my children to go to JCCC for their education."
LOC -- "JCCC is conveniently located."

Selected Perceptions of JCCC

Some aspects of JCCC's image differed among respondents from different parts of Johnson County:

*Residents of the northeastern corner of the county did not overwhelmingly agree that JCCC is conveniently located.

Residents of other areas of the county were very satisfied with JCCC's location.

*Residents of the northeastern and central areas of the county were least likely to indicate that they would encourage their children to attend JCCC.

The four areas of the county were as follows:

Northeast -- Fairway, Westwood, Roeland Park, Mission, Mission Hills, Prairie Village, East Merriam and North Overland Park

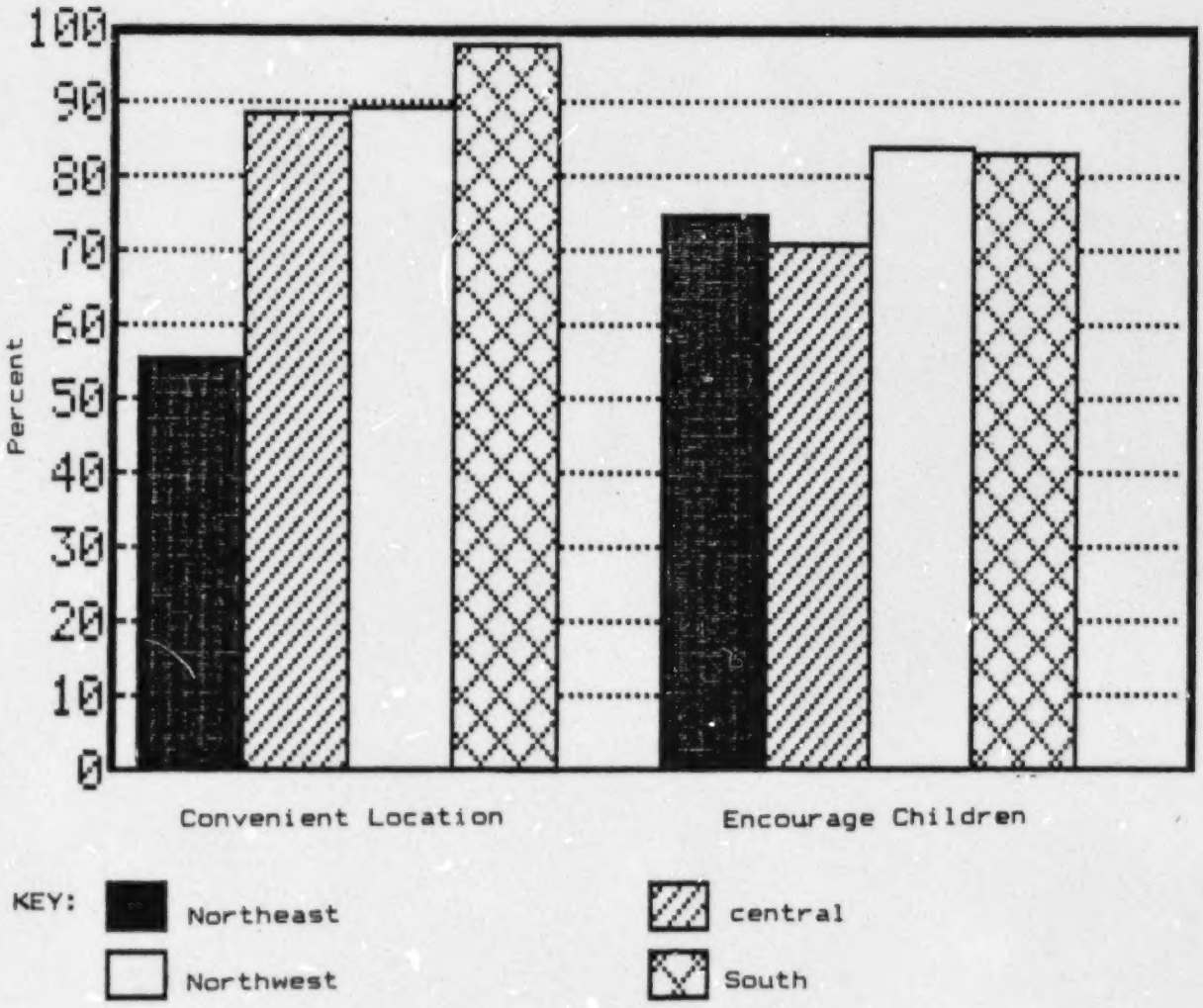
Central -- Central and East Overland Park and North Leawood

Northwest -- Shawnee, Lenexa, West Merriam and West rural Johnson County

South -- Olathe, South Overland Park, South Leawood, and south rural Johnson County

FIGURE 3

SELECTED PERCEPTIONS OF JCCC
BY AREAS OF THE COUNTY



JCCC's Quality and Cost

Figure 4 details the overall perceptions of respondents concerning the quality and cost of instruction at JCCC:

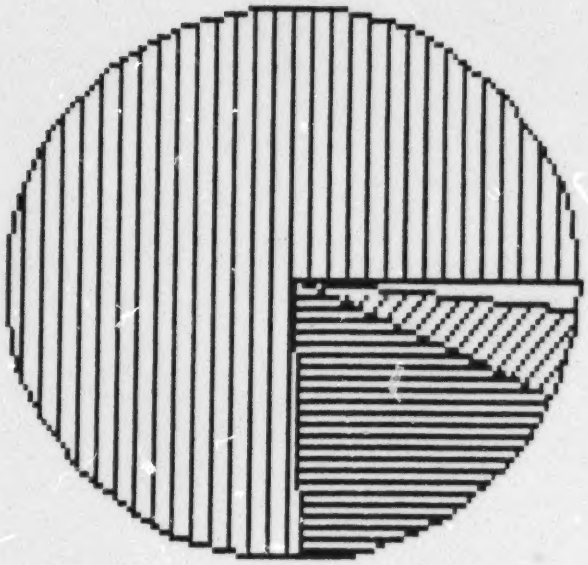
*Over three quarters of the respondents thought that JCCC provides "quality college instruction" at a "reasonable cost."

*Approximately 18% of the respondents were concerned about the quality of instruction -- that it was "not as good as it might be."

*The remaining respondents, less than 7%, were concerned about the "high cost" of an education at JCCC.

FIGURE 4

PERCEPTIONS OF JCCC'S QUALITY AND COST



KEY:

75.60%	High quality/Reasonable cost
17.60%	Reasonable cost/Quality not as good
5.30%	High quality/High cost
1.50%	High cost/Quality not as good

Past, Present and Planned College Enrollment

Figure 5 details the enrollment history and intentions of the respondents to the survey from the various parts of the county:

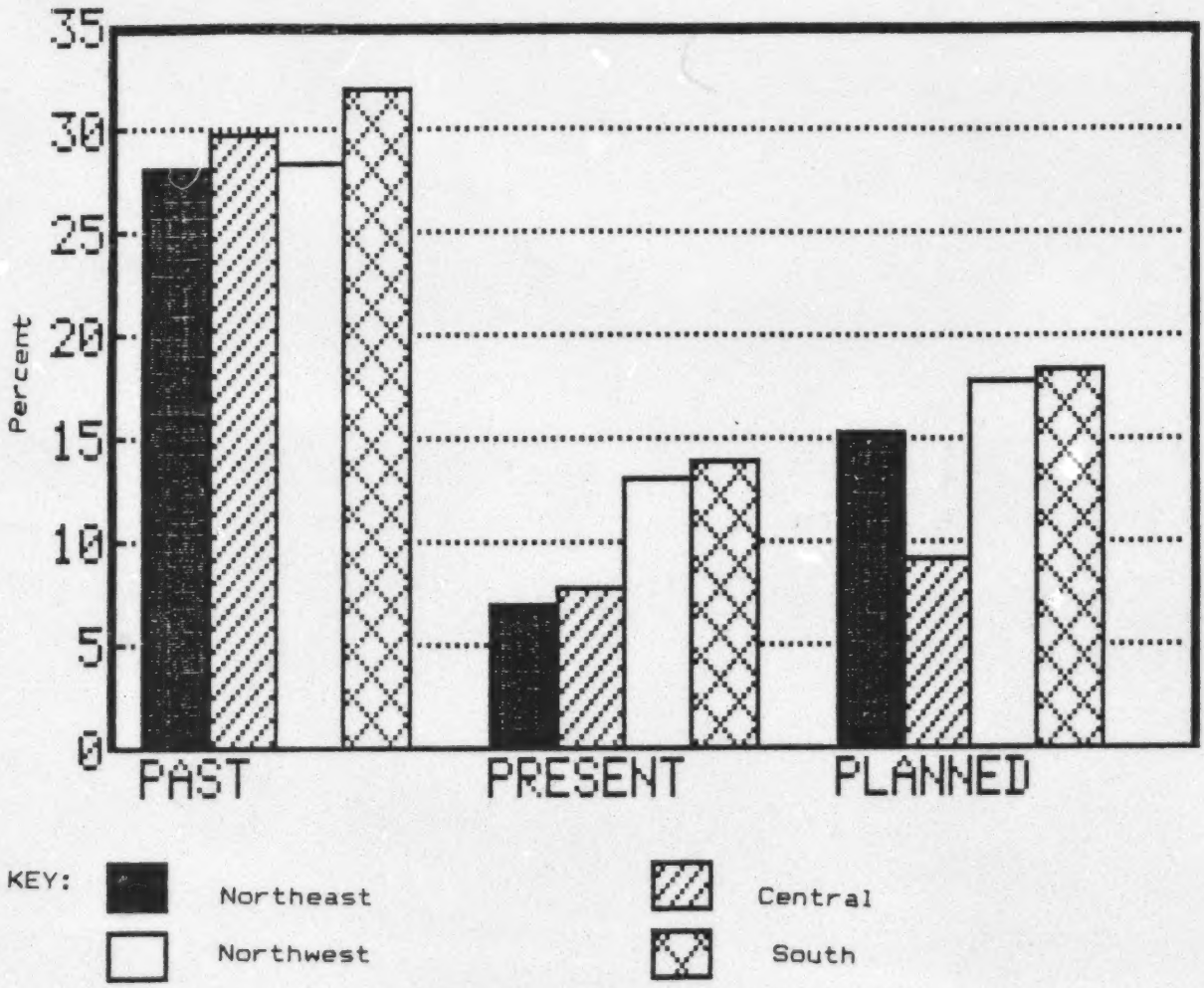
*Respondents from all parts of Johnson County were equally likely to have at some time been enrolled in JCCC classes.

*Respondents from the northwestern and southern areas of the county were twice as likely to be enrolled at JCCC than respondents from other areas.

*Respondents from the northwestern and southern areas of the county were also considerably more likely to be planning to enroll in college courses in the future.

FIGURE 5

RESPONDENTS' ENROLLMENT HISTORY AND INTENTIONS



JCCC's Market Share

Figure 6 details JCCC's share of the market for those respondents indicating intentions to enroll in college in the future by geographical area:

*Over half of all respondents with college enrollment intentions plan to enroll at JCCC.

*JCCC's only competition for respondents with college enrollment intentions are four-year colleges and universities.

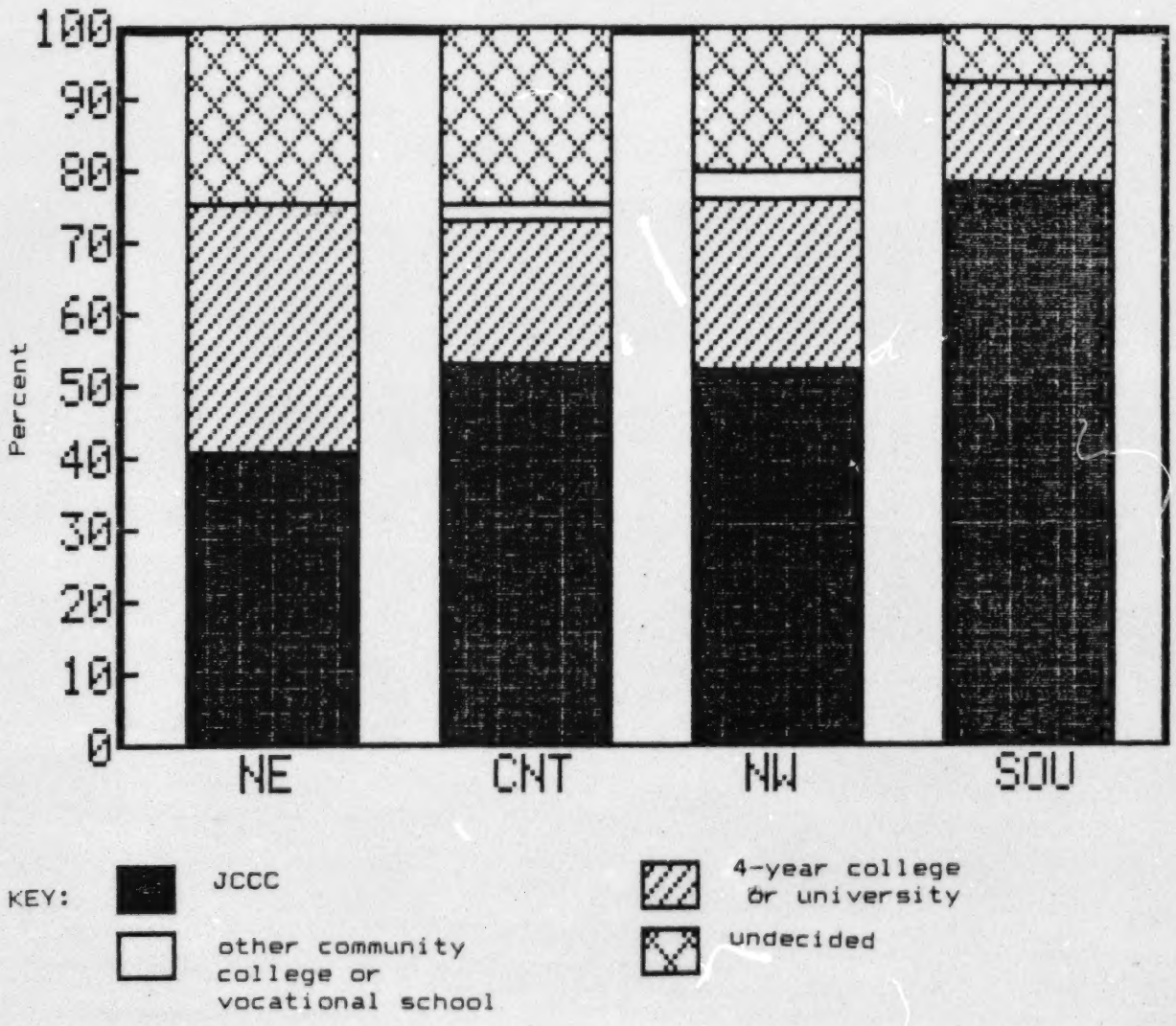
*JCCC receives virtually no competition for students from other community colleges or vocational schools.

*Competition with four-year institutions is most severe in the northeastern corner of the county and least severe in southern sections.

*Over 20% of all respondents with college intentions are undecided about their enrollment plans.

FIGURE 6

JCCC'S MARKET SHARE BY
AREAS OF THE COUNTY



Marketing Characteristics By Geographical Area

Figure 7 identifies the reasons for which respondents from different areas of the county plan to enroll in college:

*Residents of the northeastern corner of the county indicated interest in job training and personal development opportunities.

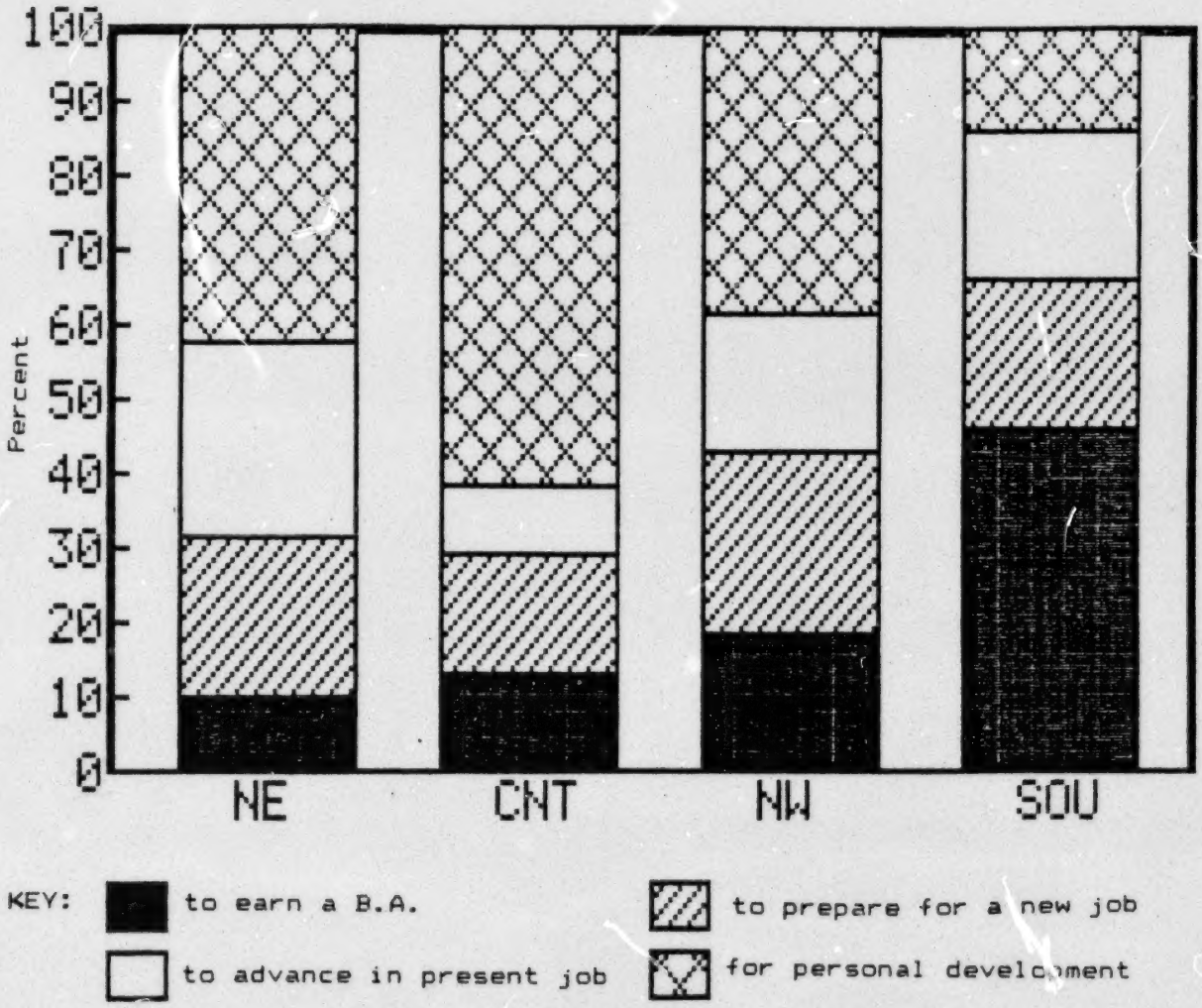
*Residents of the central part of the county indicated strong interest in personal development opportunities.

*Residents of the northwestern areas in the county were primarily interested in career programs, and to a lesser extent, transfer education.

*Residents of the southern area of the county were most interested in transfer education, with career programs a strong second priority.

FIGURE 7

RESPONDENTS' REASONS FOR
INTENDED ENROLLMENT
BY THE AREA OF THE COUNTY



Market Characteristics By Age

Figure 8 details the reasons for which respondents from different age groups plan to enroll in college classes:

*Students of traditional college age(15 - 23 year olds) were primarily interested in earning a bachelor's degree, with career preparation a strong second intention.

*Respondents older than traditional college age (24 - 39 year olds) generally intended to prepare for new jobs or to advance in present jobs.

*Older respondents (40+ year olds) predominately planned to enroll for personal improvement and enrichment.

JCCC receives a sizable share of the market of those with college enrollment intentions:

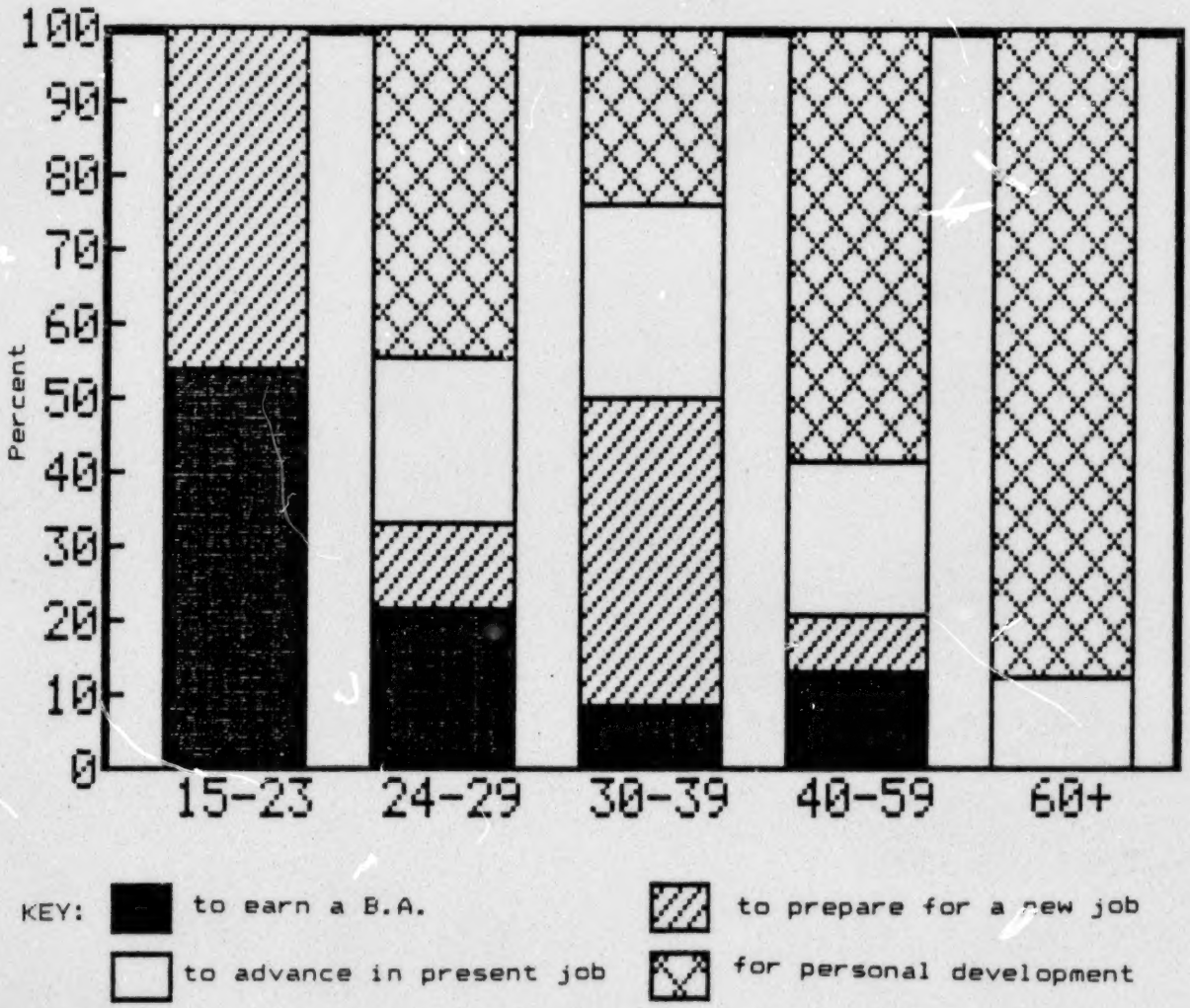
*Nearly 60% of the 15 - 23 year olds with definite college intentions plan to enroll at JCCC.

*JCCC also captures approximately 60% of the 24 - 39 year old market who have decided where to attend college.

*Nearly 75% of those over 40 years of age plan to attend JCCC.

FIGURE 8

REASONS FOR INTENDED ENROLLMENT
BY AGE GROUP



JCCC's Products: Activities and Services

In addition to providing transfer, career and general educational programs, JCCC provides additional activities and services for its various clientele.

Figure 9 details JCCC activities and services in which respondents to the survey intend to participate:

*Johnson County residents indicated the greatest interest in essentially educational activities and services provided by JCCC, particularly seminars, lectures and workshops and the college library.

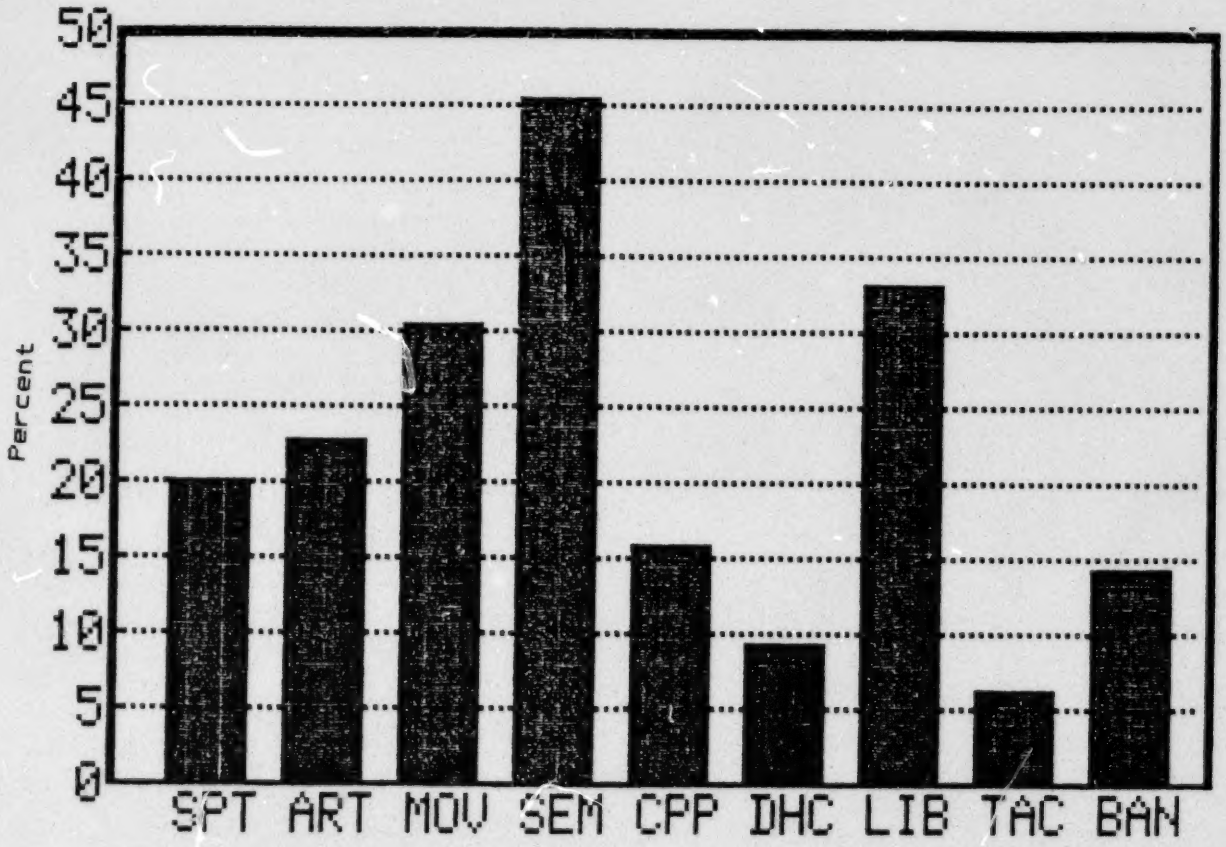
*Residents also were interested in spectator events, in order:

-- movies (a free movie coupon was enclosed in the survey)
-- concerts, plays and art exhibits
-- sports activities

*There was considerable , but more specialized interest in services, such as the career planning and placement center, the dental hygiene clinic and the testing and assessment center.

FIGURE 9

RESPONDENTS' INTEREST IN JCCC
ACTIVITIES AND SERVICES



KEY: ■ Interest in activity or service

SPT: Sports activities
ART: Concerts, plays and art exhibits
MOV: Movies
SEM: Seminars, lectures and workshops
CPP: Career planning and placement
DHC: Dental Hygiene Clinic
LIB: Library services
TAC: Testing and assessment center
BAN: Banquet and meeting facilities

Media Sources for JCCC Markets

The current and preferred sources of information about JCCC of respondents to the survey are detailed in Figures 10 and 11:

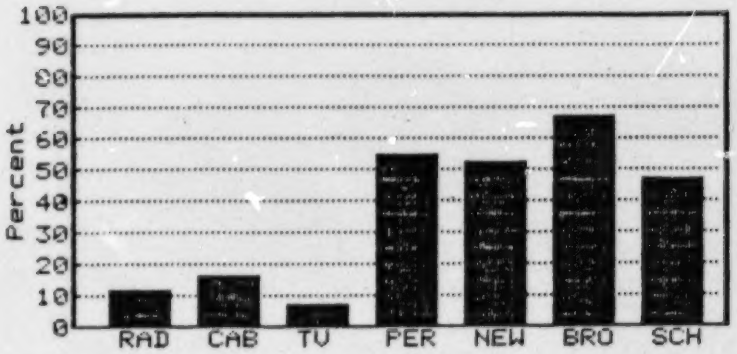
*Print media, such as brochures and pamphlets, class schedules and newspapers, were the most common current sources of information about JCCC among survey respondents.

*Personal contacts with JCCC students and staff remain a key source of information about JCCC.

*Direct mail was the overwhelmingly preferred source of information about JCCC.

FIGURE 10

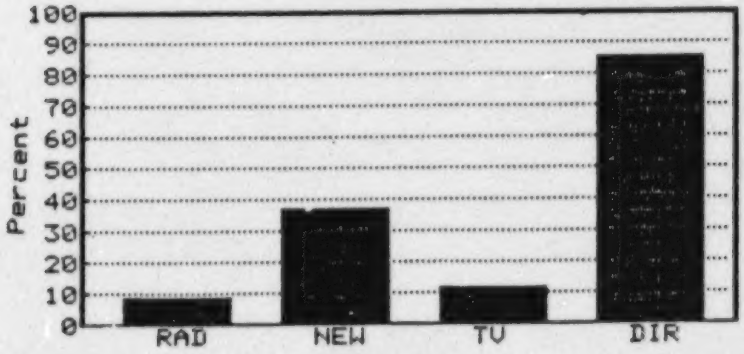
CURRENT SOURCES OF INFORMATION
ABOUT JCCC



KEY: ■ Use of source

RAD: Radio
CAB: Cable television
TV: Commercial television
PER: Personal contacts
NEW: Area newspapers
BRP: Brochures and pamphlets
SCH: Class schedules

FIGURE 11
PREFERRED SOURCES OF INFORMATION ABOUT JCCC



KEY: ■ Preferred source

RAD: Radio
NEW: Newspaper
TV: Television
DIR: Direct mail

JOHNSON COUNTY COMMUNITY COLLEGE "IMAGE" SURVEY:
REPORT TO THE MARKETING COMMITTEE

Introduction

This report is a synopsis of the results of the Johnson County Community College "Image" Survey, conducted jointly by the Offices of Public Information and Institutional Research. The survey was administered to approximately 3,000 randomly selected households of Johnson County in the spring of 1982.

Data collected from responses of residents of Johnson County to the survey were analyzed by zipcode groupings, by age and by sex. These variables were judged to be of primary importance to the work of the marketing committee. In addition, the twenty-four questions contained in the survey were grouped into five categories that serve as the subheadings of this report. The five categories and the survey questions that comprise each category are as follows:

1. Media/Awareness of JCCC (Questions #1, 2, 15, 16, 17)
2. Perceived Effectiveness: JCCC's Public Image (Questions #9, 11, 12)
3. Use or Intended Use of JCCC Services (Questions #3, 4, 5, 6, 7, 8, 10)
4. User Perceptions (Questions #13, 14)
5. Demographic Characteristics of Respondents (Questions #18, 19, 20, 21, 22, 23, 24)

This report highlights the prinicipal findings of the "Image" Survey. Additional details concerning responses to specific questions are available from the Office of Institutional Research.

Zipcode Areas

The 613 responses to the survey that included zipcode information were grouped into four general zipcode areas that represent geographical subdivisions of JCCC's principal service area, the populous northeastern portion of Johnson County. These four general areas, the specific included zipcodes and the number of respondents in each are as follows:

	General Area	Included Zipcodes (66_ _ _)	# of Respondents
1.	Northeast area	202, 204, 205, 208	189
2.	Central area	206, 207, 212	208
3.	Northwest area	203, 214, 215, 216, 217 218, 219, 220	165
4.	South area	030, 061, 062, 209, 210, 211, 213, 221, 223, 224	50

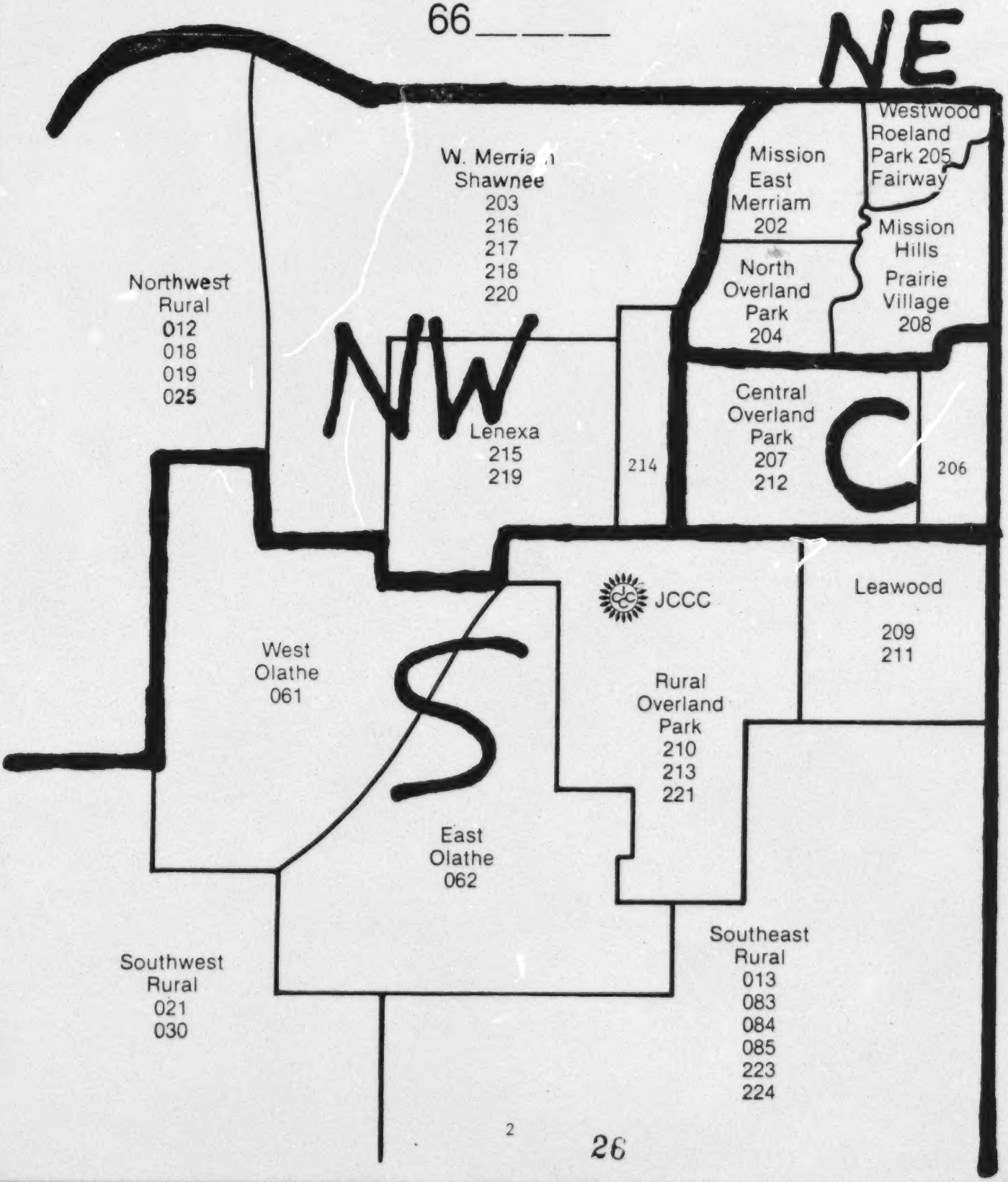
These general zipcode areas were selected in order to balance the number of respondents in each and to identify geographically distinct market areas as much as was possible given the distribution of responses to the survey. Figure 1 identifies these general zipcode areas by geographical location.

{INSERT FIGURE 1}

Figure 1

Johnson County ZIP Code Areas

66____



Media/Awareness of JCCC

Nearly all of the respondents had heard of Johnson County Community College. Only 9 of the more than 600 respondents had either not previously heard of JCCC or were uncertain whether they had. Clearly, JCCC does not have a name recognition problem, and thus there were no differences in awareness of JCCC by zipcode area.

Similarly, there were only minor differences among the zipcode areas in the ways that respondents received current information about JCCC, or in the ways that they thought it best to be informed about classes, cultural programs, sports events and other services provided by JCCC. Brochures and pamphlets, personal contacts, area newspapers and class schedules led the list as sources of current information for all four areas. Respondents also agreed overwhelmingly that direct mail was the best way to inform them of current JCCC services and programs; newspaper articles were a consensus, but distant, second choice. These current and preferred sources of information about JCCC are contained in Table 1.

{INSERT TABLE 1}

However, as might be expected, there were considerable differences by zipcode area in the use of specific media sources. For example, while the first newspaper mentioned as being read by an overwhelming majority of respondents from all zipcode areas was the Kansas City Star/Times, the Olathe Daily News was mentioned only by respondents from the South zipcode area.

Similarly, use and identification of a cable station was zipcode-specific. The Central area was much more likely to have cable television than other areas, particularly than the South zipcode area. Nonetheless, more than half of all respondents did have cable television.

Numerous radio stations were mentioned as "favorites" of respondents. The ones most often listed first by respondents and a summary of the other media sources used by respondents are detailed in Table 2.

{INSERT TABLE 2}

Perceived Effectiveness: JCCC's Public Image

The image that JCCC has in the eyes of its major public constituency, the residents of Johnson County, is overwhelmingly positive. Responses of residents of all four zipcode areas vary little in their overall approval of JCCC's performance in providing a variety of educational services.

Responses to questions concerning how well JCCC performs specific functions indicated uniformly high approval for all zipcode areas. Of those who chose to offer an opinion, 90 percent or more responded that JCCC performs all listed functions "very well," "above average" or at least "average." Negative evaluations ("below average" or "poor" performance) were limited to about 4 percent per function.

The transfer function received highest overall performance ratings; 72.1 percent of the respondents perceived JCCC to perform this function either "very well" or "above average." Providing lifelong learning services and

TABLE 1

CURRENT AND PREFERRED SOURCES OF INFORMATION
ABOUT JCCC SERVICES
BY ZIPCODE AREA

Current Sources of Information	Percent of Respondents Identifying Source			
	Northeast	Central	Northwest	South
Radio	12.9%	9.8%	13.3%	14.3%
Cable Television	19.9	19.6	11.5	12.2
Commercial Television	8.6	6.4	6.7	10.2
Personal Contacts (JCCC students, staff, friends, etc.)	57.0	55.9	50.3	63.3
Area Newspapers	50.5	56.4	50.9	55.1
Brochures and Pamphlets	66.7	68.6	66.7	69.4
Class Schedules	44.6	52.5	45.5	42.9
Other	6.5	7.8	6.7	12.2

Preferred Sources of Information	Percent of Respondents Identifying Source			
	Northeast	Central	Northwest	South
Radio Announcements	9.5%	9.1%	6.7%	14.0%
Newspaper Articles	40.7	36.1	32.1	44.0
Television	11.6	12.0	10.3	16.0
Direct Mail	83.6	87.0	84.8	86.0
Other	2.1	2.9	2.4	2.0

TABLE 2

PREFERRED MEDIA SOURCES
BY ZIPCODE

Newspaper Regularly Read	% of Respondents Listing Newspaper First* Northeast	Central	Northwest	South
Kansas City Star	56.3%	52.4%	55.8%	51.2%
Kansas City Times	31.7	26.5	20.4	11.6
Johnson County Sun	12.0	19.5	18.4	4.7
Olathe Daily News	0.0	0.0	0.0	27.9

Favorite Radio Station	% of Respondents Listing Station First* Northeast	Central	Northwest	South
KCMO	7.8%	9.7%	13.8%	0.0%
KXTR	10.5	6.9	3.3	2.9
KCEZ	8.5	9.7	8.9	0.0
KMBZ	11.1	14.6	9.8	17.1
KMBR	12.4	18.1	11.4	8.6
KUDL	9.8	5.6	11.4	17.1
WDAF	5.2	9.0	5.7	20.0

Cable Television Used	% of Respondents Responding "Yes" Northeast	Central	Northwest	South
Have cable television?	53.7%	65.4%	52.4%	48.0%
Have cable television and watch Overland Park Telecable 3A?	52.5	53.4	52.9	52.6
Have Cable television and watch Olathe Telecable 9?	10.3	4.6	16.0	59.1

*Many repsondents listed more than one newspaper regularly read or favorite radio station. These figures represent only the percent that listed these newspapers or stations first on a list or alone on the list.

providing job skills were nearly as high. The provision of counseling and job placement services were rated least positively, though again these services were judged to be above average by half of the respondents and average by over 40 percent. Table 3 details constituent perceptions of JCCC's effectiveness in performing its intended functions.

{INSERT TABLE 3}

Other assorted perceptions of Johnson County residents concerning JCCC's image varied considerably by zipcode area in a number of instances. For example, the South, in which JCCC is located, overwhelmingly agreed that the present campus is conveniently located--97.9 percent, yet only 55.9 percent of the Northeast zipcode area perceived the location to be convenient.

Also, all four zipcode areas were quite willing to encourage their friends to attend JCCC. However, the Northwest and South areas were considerably more likely to encourage their children to attend the college. The greater willingness of the Northwest and South areas (both 83.6 percent) to encourage their children's attendance at JCCC than the Central area's willingness (70.8 percent) might be related to differences in parental aspirations for different socioeconomic levels.

Other than these differences, perceptions of JCCC's image were similar and immensely positive for all four zipcode areas. Respondents overwhelmingly agreed that JCCC:

1. had "a good reputation" -- 95.8 percent
2. provided "a good education" -- 94.6 percent
3. gave the community "its money's worth" -- 92.4 percent
4. was a place to "encourage friends to attend" -- 92.2 percent

Respondents from the Northwest area were the most likely to agree with positive statements about JCCC. Table 4 details these perceptions.

{INSERT TABLE 4}

Table 5 provides a summary of how constituents feel about JCCC with regard to the fundamental issues of quality and cost of education. Again, the image that constituents have of JCCC as an institution of higher education is predominately favorable. The statement that "JCCC provides quality college instruction at a reasonable cost" was selected as most appropriate to describe feelings about JCCC by 6 out of 10 respondents to the survey, and by over 75 percent of those respondents who had an opinion. Of those who responded with concern for either quality or cost, few expressed concern for the "high cost" of education at JCCC. The concerns that were expressed were apparently related to the quality of that education. These concerns might be related to inevitable comparisons with four-year colleges and universities with more advanced curricula.

{INSERT TABLE 5}

In sum, perceptions of the effectiveness with which JCCC pursues its mission, that is, its image, is overwhlemingly positive among the residents of Johnson County who responded to this survey.

TABLE 3

PERCEPTIONS OF JCCC'S EFFECTIVENESS
IN PERFORMING SPECIFIC FUNCTIONS

Function Performed	% of Respondents Rating Performance		
	Very Well or Above Average	Average	Below Average or Poorly
Providing job skills	69.0%	30.0%	1.0%
Providing transfer instruction	72.1	24.0	3.9
Providing lifelong learning services	71.3	26.9	1.8
Providing cultural activities	58.9	34.4	6.6
Providing counseling and job placement services	49.6	42.3	8.1
Providing services for handicapped students	59.9	36.8	3.3
Responding to educational needs of the community	63.9	32.1	4.0
Providing recreational and cultural facilities	64.4	30.3	5.3
Cooperating with local agencies to meet community needs	60.9	35.6	3.5

TABLE 4

AGREEMENT WITH STATED PERCEPTIONS
CONCERNING JCCC
BY ZIPCODE AREAS

Perceptions of JCCC	% of Respondents Agreeing with Perception				
	Northeast	Central	Northwest	South	Average
JCCC is conveniently located	55.9%	89.1%	89.3%	97.9%	79.8%
Students receive a good education at JCCC	91.8	96.8	96.9	93.3	94.6
I would encourage my friends to go to JCCC for their education	89.5	92.4	95.2	91.4	92.2
JCCC has a good reputation	95.7	96.1	96.4	92.5	95.8
Classes at JCCC are too easy	24.8	20.7	28.2	14.3	23.6
The community gets its money's worth from JCCC	88.9	92.9	95.9	91.2	92.4
The tuition at JCCC is reasonable	91.0	96.8	95.7	93.9	94.4
I would encourage my children to go to JCCC for their education	75.2	70.8	83.6	83.3	76.4

TABLE 5

SUMMARY "FEELINGS" ABOUT JCCC
BY ZIPCODE AREAS

"Feeling" about JCCC	% of Respondents Identifying "Feeling"				
	Northeast	Central	Northwest	South	Average
JCCC provides quality college instruction at a reasonable cost.	56.1%	67.0%	56.3%	55.1%	59.6%
JCCC provides college instruction at a reasonable cost but the quality of education is not as good as it might be.	16.4	10.8	15.6	12.2	14.0
JCCC provides quality college instruction but the cost is too high.	6.9	0.5	5.0	6.1	4.2
The cost of instruction at JCCC is high and the quality is not as good as it might be.	0.5	2.5	0.6	0.0	1.2
No opinion.	20.1	19.2	22.5	26.5	21.1

Use or Intended Use of JCCC Services

Respondents from the Northwest or South zipcode areas were nearly twice as likely to have currently been enrolled in JCCC classes at the time of the survey, Spring 1982, than the other two areas. However, respondents from the four zipcode areas were almost equally likely to have been enrolled in JCCC courses prior to 1982.

Of those who had been or were currently enrolled, respondents from the Northwest zipcode area were more than twice as likely to have been enrolled in a credit course than a non-credit class. Other areas were more or less equally split among credit and non-credit courses.

Over 90 percent of all respondents knew someone who had attended JCCC, though respondents from the South area were more likely to not have known a JCCC student, and respondents from the Central area were more likely to have had a household member attend the college. Table 6 details these differences.

{INSERT TABLE 6}

Table 7 identifies the JCCC activities or services that were listed as having been attended or used by respondents to the survey. Some differences in use among zipcode areas emerged.

Again, respondents from the Northwest area were much more likely to have used a range of JCCC services than other respondents, and respondents from this zipcode area were also considerably more likely to intend to use a variety of services in the future. Table 7 documents this tendency of respondents from the Northwest area to be involved and to intend to be involved with JCCC.

{INSERT TABLE 7}

Table 7 also highlights the types of activities and services that were more likely to attract the interest of county residents. Respondents were most likely to have attended seminars, lectures and workshops, used the library; used the career planning and placement center; or used the banquet and meeting facilities. With the exception of banquet and meeting facilites, these same primarily educational activities and services were also the most likely to attract interest in future use. It would appear that the primary attraction of JCCC to residents of the county is its educational facilities and services.

Perhaps one of the most critical questions on the survey for marketing purposes was that concerning the college enrollment plans of respondents to the survey. Table 8 details these plans.

{INSERT TABLE 8}

Respondents from the Northwest and South areas were the most likely to indicate an intention to enroll in college classes in the Fall, 1982. Respondents from the Northwest area were also most likely to be undecided about their plans. Thus respondents from the Northwest zipcode area represented the largest percentage either planning to enroll in college classes or undecided--potential JCCC enrollees. JCCC appeared likely to capture about half of those with intentions to enroll in college classes. Four-year colleges and universities appeared likely to capture the remaining prospective students, and about

TABLE 6

CURRENT OR PREVIOUS ENROLLMENT IN JCCC CLASSES
BY ZIPCODE AREA

Enrollment in JCCC Classes	Northeast	Central	Northwest	South
Currently enrolled at JCCC	7.0%	7.8%	13.3%	14.0%
Previously enrolled at JCCC	28.1	29.8	28.5	32.0
Type of enrollment:				
Credit Classes	47.0	44.3	61.4	36.4
Non Credit Classes	34.8	46.8	28.6	36.4
Both	18.2	8.9	10.0	27.3
Household member currently or previously enrolled	57.5	71.2	64.4	60.0
Friend/acquaintance currently or previously enrolled	93.2	90.9	92.0	75.0

TABLE 7

PREVIOUS OR INTENDED ATTENDANCE AT OR USE OF
SELECTED JCCC SERVICES OR ACTIVITIES
BY ZIPCODE AREA

JCCC Activity or Service	% Indicating Attendance or Use			
	Northeast	Central	Northwest	South
Sports Activities	15.9%	19.2%	25.5%	18.0%
Concerts	7.9	6.7	10.3	14.0
Plays	13.2	14.9	18.2	26.0
Art Exhibits	9.0	8.7	12.1	16.0
Seminars/Lectures/Workshops	28.0	27.4	29.7	28.0
Movies	12.7	12.5	15.8	14.0
Career Planning and Placement Center	10.1	13.5	12.7	18.0
Dental Hygiene Clinic	5.3	4.3	7.9	6.0
Library	15.9	22.1	29.1	36.0
Gallaudet Regional Extension Center	1.1	0.5	2.4	0.0
Brown and Gold Club	3.2	1.9	2.4	2.0
Testing and Assessment Center (includes GED testing)	5.8	4.3	7.3	6.0
Banquet/Meeting Facilities	16.9	30.3	20.6	20.0

JCCC Activity or Service	% Indicating Intended Attendance or Use			
	Northeast	Central	Northwest	South
Seminars/Lectures/Workshops	43.9	43.8	50.9	44.0
Library	27.5	33.2	39.4	34.0
Career Planning and Placement Center	15.3	16.3	18.8	10.0
Movies	29.6	30.3	35.8	20.0

TABLE 8

COLLEGES ENROLLMENT PLANS AND PURPOSES
BY ZIPCODE AREAS

College Enrollment Plans and Purposes	% of Respondents Indicating Intention			
	Northeast	Central	Northwest	South
Intend to enroll?				
Yes	15.5%	9.2%	17.8%	18.4%
Undecided	13.9	18.8	21.5	14.3
If planning to enroll, where?				
at JCCC	41.3	53.7	52.7	78.6
at another community college	0.0	2.4	1.8	0.0
at a 4-year college/university	34.8	19.5	23.6	14.3
at a vocational school	0.0	0.0	0.0	0.0
undecided	23.9	24.4	20.0	7.1
If planning to enroll, why?				
to get B.A.	10.5	13.7	18.9	46.7
to prepare for new job	21.1	15.7	24.5	20.0
to advance in present job	26.3	9.8	18.9	20.0
for personal improvement/ enrichment	42.1	60.8	37.7	13.3

a quarter were unsure about their plans. Apparently, JCCC has no competition from other community colleges, but considerable competition from four-year institutions for students with intentions to earn bachelor's degrees.

There were important differences among the respondents with intentions to enroll in college classes by zipcode areas. Three times as large a percentage of prospective students from the South area were primarily interested in programs leading to bachelor's degrees than from other areas. On the other hand, the Northeast and Northwest areas were primarily interested in preparation for new jobs or in upgrading job skills. Personal improvement or enrichment were the primary and predominate interests of respondents from the Central area.

These data appear to lead to the conclusion that marketing efforts for different programs might be focused in specific areas as follows:

1. Northeast area -- credit and non-credit classes providing job upgrading opportunities
2. Central area -- non-credit classes for general interest
3. Northwest area -- credit career programs
4. South area -- credit courses for transfer

The primary caution in these results is that the data reflect only the college intentions of the respondents to the survey, and respondents to the survey were generally older than JCCC's primary market. These results also reflect only those respondents with college intentions or inclinations, about 30 percent of the respondents to the survey. Nonetheless, the data are quite clear in identifying these markets among the zipcode areas.

User Perceptions

The perceptions of those who have actually used JCCC services or attended a class or activity regarding JCCC services, facilities and staff were similar and generally favorable for all zipcode areas.

Facilities received the highest approval ratings; they were judged to be well-maintained, clean and accessible to handicapped students. Convenience of parking received one the the least favorable ratings, but only a third of the users found this to be a problem.

The staff of the college was judged to be helpful and courteous. A variety of services was perceived to be adequate and available, including pertinent services in evenings and on weekends.

The only areas that might be considered for improvement were those associated with knowledge of the campus and available services. Only 66.7 percent of the respondents thought it easy to find one's way around on campus, and only 61.5 percent knew whom to contact for problems.

Table 9 details perceptions of users to a number of statements about JCCC. However, these figures include only those respondents who had actually used JCCC services, and this was a much smaller group than the total number of respondents to the survey.

{INSERT TABLE 9}

TABLE 9

USER PERCEPTIONS OF JCCC STAFF
SERVICES AND FACILITIES
BY ZIPCODE AREAS

Statements about JCCC	% of Respondents Agreeing with Statement				
	Northeast	Central	Northwest	South	Average
Employees are courteous and helpful	93.4%	96.3%	95.5%	93.5%	95.0%
Equipment and facilities are well-maintained	97.7	98.7	100.0	100.0	98.9
The food in the cafeteria is as good as the food in most other cafeterias	85.7	95.0	80.0	93.8	87.8
The parking is convenient	65.4	74.1	65.1	59.5	78.8
The campus is clean	98.6	98.2	99.2	100.0	98.7
The campus security guards are available when needed	88.0	77.8	92.7	100.0	87.2
The campus is accessible to handicapped individuals	95.9	97.7	100.0	100.0	98.1
It is easy to find your way around campus	66.7	72.5	73.0	80.0	71.5
Staff members provide courteous, prompt service	96.6	93.5	92.8	95.0	94.2
The atmosphere is friendly	95.0	97.3	98.6	95.5	96.9
Services are available to students who attend classes at night	86.8	91.1	92.4	78.7	89.4
Financial aid is available to students who need it	85.7	83.3	84.0	87.5	84.7
The tuition payment policy is fair and convenient	97.5	100.0	92.2	95.7	95.4
I know whom to contact on the faculty or staff when I have problems	61.5	75.0	63.8	80.0	68.1
My contacts with the campus adminstration have been favorable	88.4	91.4	88.0	100.0	90.3
The library meets my academic needs	80.0	85.7	85.7	100.0	85.6
Services are available to weekend students	80.0	80.0	96.1	80.0	85.2

Demographic Profile of Respondents

A demographic profile of survey respondents suggests that they may be relatively representative of all Johnson County residents 15 years of age and older. However, respondents to the survey can not be assumed to be completely representative of all residents of the county. The return rate achieved by the survey, 20.7 percent, is typical of surveys of general populations but is insufficient to assume that the respondents are completely representative of the total population. The return rates for all four zipcodes were comparable, and these are detailed in Table 10.

{INSERT TABLE 10}

Also, the demographic profiles of the four zipcode areas provide comparisons that are helpful in interpreting the survey data. For instance, the relatively small number of responses from the South zipcode area accounts for some of the differences that occur in responses to specific questions in the survey.

Sex: Respondents to the survey were divided among males and females as might be expected in the general population. That is, there were slightly more females than males, and this was consistent in all four zipcode areas.

Age: There are differences in the age profiles of the four zipcode areas. The South area contains a considerably greater percentage of 18 - 39 year old respondents than the Northeast and Central areas, and the Northwest area contains a considerably greater percentage of 18 - 23 year old respondents than the two latter areas. On the other hand, the South has a considerably smaller percentage of respondents in the 40 - 59 year old age group, the age group which contains more than 60 percent of all respondents in the three other zipcode areas.

In general, respondents from the South and the Northwest zipcode areas were younger than the Northeast and Central areas, the older and more established areas of the county. Table 11 details the respective average and median ages of respondents from all areas. These age differences are useful as explaining some of the differences in response to specific survey questions that were evident among the zipcode areas.

{INSERT TABLE 11}

Table 11 also provides 1980 census data on the age of all Johnson County residents 18 years of age and older for comparison purposes. The respondents to the survey were older than might have been expected in all but the South zipcode area. This can probably be attributed to the fact that an older member of a household is much more likely to respond to a survey simply addressed to a household, as this survey was. Nonetheless, the age profile of the households represented by responses to the survey was much more representative of the age profile of county residents than was the profile of individual respondents. So, although older on the whole, respondents to the survey were not necessarily unrepresentative of county residents with respect to age.

TABLE 10

RESPONSE RATES
BY ZIPCODE AREAS

	Northeast	Central	Northwest	South	Total
Surveys Sent	973	955	414	319	2,964
Usable Surveys Returned	189	308	165	51	615*
Response Rate	19.4%	21.8%	23.0%	16.0%	20.7%

*Total does not add because of 2 returned surveys for which zipcodes could not be determined.

TABLE 11

RESPONDENT AGE & SEX
BY ZIPCODE AREAS

	% of Respondents					% of Johnson County Residents 18 Years & Older
	Northeast	Central	Northwest	South	Total	
Sex						
Male	49.2%	49.0%	47.9%	44.7%	48.3%	
Female	50.8	51.0	52.1	55.3	51.7	
Age						
15 - 17	1.1	1.5	1.2	0.0	1.2	unavailable
18 - 23	4.9	2.9	8.0	10.2	5.5	> 31.0%
24 - 29	2.7	2.9	1.8	10.2	3.2	
30 - 39	20.5	15.2	22.1	34.7	20.3	> 31.7
40 - 49	33.0	43.6	41.1	26.5	38.2	> 24.2
50 - 59	29.2	27.5	20.9	12.2	24.9	
60 +	8.6	6.4	4.9	6.1	6.6	13.1
Average Age	44.2	44.1	42.0	38.5	43.1	unavailable
Median Age	45	50.0	42.0	38.0	44.0	38.0

*Johnson County data presented for purpose of general comparison only. Specific comparisons are impossible due to differences in age categories used in county census and "Image" Survey procedures.

Residency: Respondents to the survey were overwhelmingly those who have been residents of Johnson County for a considerable length of time. At least 95 percent of all respondents had lived in Johnson County for four or more years. Still, respondents from the Northwest and South zipcode areas were likely to have lived in the county for somewhat shorter periods of time. Table 11 provides these data.

{INSERT TABLE 12}

Educational Level: Respondents to the survey were least representative of the general population with respect to their levels of educational attainment. More than fifty percent of all respondents had earned a bachelor's or more advanced degree. Fully 85 percent had had some college experience. These figures indicate much more education than would be expected in the general population of Johnson County.

However, it is typical in survey research that respondents are better educated than the general population. In fact, a better educated respondent group may be of greater interest for purposes of this survey because educated persons are a more likely market for educational services.

There were differences in the educational level of respondents of the four zipcode areas. In general, respondents from the Northeast and Central areas were more likely to have more education, but respondents from the Northwest and South areas were nearly twice as likely to be currently attending school. Table 11 details these differences.

Age

Results of the "Image" Survey were, in general, substantially the same for all age groups as they were for the total respondent group. There were some differences, and those that might be important to the college's marketing efforts are presented in this section of the report.

There were differences in the sources from which respondents in different age groups received information about JCCC services. Respondents 15 to 23 years old were more than twice as likely to have received information about JCCC from the radio than any other age group, and they were much more likely to suggest radio announcements as a method to advertise JCCC services and activities. This group was also much less likely to have read college brochures or pamphlets.

On the other hand, the older the respondents, the more likely were area newspapers to have been the current and preferred source of information about JCCC. All age groups found personal contact an important source of information about the college, and all thought direct mail to be the preferred method of providing information about college services.

{INSERT TABLE 13}

Older respondents were more likely to be regular readers of a daily newspaper, yet 80 percent or more of all groups were regular newspaper readers. Also, 80 percent or more of these readers read either the Kansas City Star or Kansas City Times regularly. The data suggests that advertisements in these

TABLE 12

LENGTH OF RESIDENCE IN JOHNSON COUNTY
AND EDUCATIONAL LEVEL OF RESPONDENTS
BY ZIPCODE AREA

Length of Johnson County Residence	% of Respondents				
	Northeast	Central	Northwest	South	TOTAL
Less Than One Year	1.1%	0.0%	0.0%	4.0%	0.7%
1 to 3 Years	2.1	0.0	0.6	2.0	1.0
4 to 9 Years	9.1	20.2	32.7	28.0	20.9
10 or More Years	87.7	79.3	66.1	66.0	77.5

Educational Level Completed	% of Respondents				
	Northeast	Central	Northwest	South	TOTAL
8th Grade or Less	0.0%	0.5%	0.0%	0.0%	0.2%
Some High School	1.1	1.9	1.2	2.0	1.5
High School Graduate/GED	10.2	5.3	11.0	12.0	8.9
Less Than 2 Years of College	15.1	13.5	22.6	30.0	17.7
2 or More Years of College (Includes Associate Degree)	15.6	17.8	18.3	8.0	16.6
Bachelor's Degree	30.1	32.7	20.1	20.0	27.4
Graduate Credit/Graduate Degree	26.3	26.0	22.0	22.0	24.6
Other Training	1.6	2.4	4.9	6.0	3.1

TABLE 13

CURRENT AND PREFERRED SOURCES OF INFORMATION
ABOUT JCCC SERVICES
BY AGE GROUP

Current Sources of Information	% of Age Group Identifying Source				
	15 - 23	24 - 29	30 - 39	40 - 59	60+
Radio	26.2%	10.0%	11.0%	11.2%	9.8%
Cable TV	12.5	20.0	12.6	18.9	17.1
Commercial TV	5.0	25.0	7.6	6.9	4.9
Personal Contact	67.5	35.0	50.8	55.5	61.0
Area Newspapers	35.0	40.0	48.7	56.1	63.4
Brochures/Pamphlets	32.5	75.0	68.1	70.7	73.2
Class Schedules	45.0	55.0	43.7	50.2	31.7

Preferred Sources for Information	% of Age Group Identifying Source				
	15 - 23	24 - 29	30 - 39	40 - 59	60+
Radio Announcements	22.5%	15.0%	8.9%	7.4%	7.3%
Newspaper Articles	20.0	35.0	39.8	38.4	36.6
Television	22.5	20.0	10.6	11.1	9.8
Direct Mail	85.0	95.0	86.2	85.3	78.0
Number of Respondents in Age Group	(40)	(20)	(123)	(380)	(41)

major metropolitan newspapers would reach the overwhelming majority of respondents to this survey.

As might be expected, respondents from different age groups listened to different radio stations. The only radio station listed regularly as a "favorite" by respondents under 30 years old was KUDL. WHB captured some of the 24 - 39 year old market. Older listeners listed a wider variety of radio stations as "favorite." Stations KMBR, KCMO and KMBZ were listed most often by "middle-aged" respondents, while KCEZ and KXTR were more likely to be listed by "senior" citizens. Table 14 lists the media preferences of these age groups.

{INSERT TABLE 14}

Other important differences emerged in the enrollment intentions of respondents from different age groups. The younger the respondents, the more likely they were to plan to enroll in college courses in the Fall, 1982. Over half of the 15 - 23 year old age group definitely planned to enroll. 50 percent of the 24 - 29 year old cohort either had plans to enroll or were undecided, and over 35 percent of the 30 - 39 year old group were potential fall enrollees. Table 15 details these intentions.

{INSERT TABLE 15}

JCCC would capture the majority of the respondents of all groups who plan to enroll in college classes, with four-year institutions offering the only competition.

Slightly more than half of the potential enrollees in the 15 - 23 year old age group intended to work toward bachelor's degrees, and the other half intended to prepare for job opportunities. Significant percentages of respondents in the 24 - 59 age group indicated interest in college classes for advancement in present jobs, though over 40 percent of respondents 30 - 39 years old indicated intentions to prepare for new jobs. For respondents 40 years old or older, the predominant reason for enrollment in college classes was for personal improvement and enrichment.

These results would appear to indicate that specific media might target specific enrollment intentions of different age groups. In particular, it would appear that radio advertisements might focus on specific JCCC programs, according to the age group that are regular station listeners. For instance, the following stations might focus on the following JCCC programs:

1. KUDL - transfer and career programs
2. WHB - programs for job training and job upgrading
3. KMBR and KCMO - general interest courses

Again, the Kansas City Star/Times would appear to be the principal media in which to advertise a range of programs, but most especially those general interest courses for an older clientele who are more likely to read newspapers.

TABLE 14

PREFERRED MEDIA SOURCES
BY AGE GROUP

	% of Age Group Listing Media Source				
	15 - 23	24 - 29	30 - 39	40 - 59	60+
Regularly Read *Newspaper?					
Yes:	79.4%	84.2%	88.6%	94.2%	92.7%
Which one?					
Kansas City Star:	64.5	66.7	48.1	54.6	51.4
Kansas City Times:	22.6	13.3	31.1	23.4	35.1
Johnson County Sun:	3.2	13.3	10.4	18.8	13.5
Olathe Daily News:	3.2	6.7	7.5	1.2	0.0
Have a Favorite *Radio Station?					
Yes:	92.1	78.9	86.1	69.2	65.9
Which One?					
KCMO:	2.9	0.0	5.7	12.6	8.3
KXTR:	2.9	6.7	1.9	8.6	16.7
KCEZ:	0.0	0.0	4.8	9.7	25.0
KMBZ:	0.0	0.0	17.1	12.3	4.2
KMBR:	2.9	0.0	11.4	16.4	16.7
KUDL:	34.3	46.7	13.3	3.7	0.0
WDAF:	2.9	0.0	12.4	6.7	12.5
WHB:	2.9	13.3	17.1	3.3	0.0

*Several respondents listed more than one newspaper or radio station. Only the first ones listed by the respondents are noted in this table. Other newspapers and radio stations were listed by respondents, but these were the most often mentioned first.

TABLE 15

COLLEGE ENROLLMENT PLANS AND PURPOSES
BY AGE GROUP

College Enrollment Plans and Purposes	% of Age Group Indicating Intention				
	15 - 23	24 - 29	30 - 39	40 - 59	60+
Intend to enroll?					
Yes	51.3%	25.0%	16.4%	10.3%	5.0%
Undecided	12.8	25.0	18.9	17.8	15.0
If planning to enroll, where?					
at JCCC	45.8	87.5	35.3	56.1	80.0
at another community college	0.0	0.0	0.0	2.4	0.0
at a 4-year college/university	33.3	12.5	35.3	20.7	20.0
at a vocational school	0.0	0.0	0.0	0.0	0.0
undecided	20.8	0.0	29.4	20.7	0.0
If planning to enroll, why?					
to get B.A.	54.5	22.2	8.8	13.1	0.0
to prepare for new job	45.4	11.1	41.2	8.3	0.0
to advance in present job	0.0	22.2	26.5	20.2	12.5
for personal improvement/ enrichment	0.0	44.4	23.5	58.3	87.5

Sex

Overall, differences in responses to the survey varied very little according to the sex of the respondents. Males and females responded similarily to a wide range of questions concerning their perceptions of JCCC, their use of various media and their use or planned use of JCCC services.

Some differences did emerge. The following are ones that might be of interest to a marketing effort:

1. Female respondents were somewhat more likely to have been attending JCCC at the time of the survey, or to have previously attended JCCC.

2. Female respondents were also more likely to have recently attended an educational institution of some type.

3. Females were considerably more likely to have planned to enroll in college courses in the Fall, 1982 than males.

4. Of the respondents that intended to enroll in college classes in the Fall, 1982, males were more likely to indicate their main purpose in doing so was to advance in a present job. Females were more likely to cite personal improvement or enrichment as their main purpose.

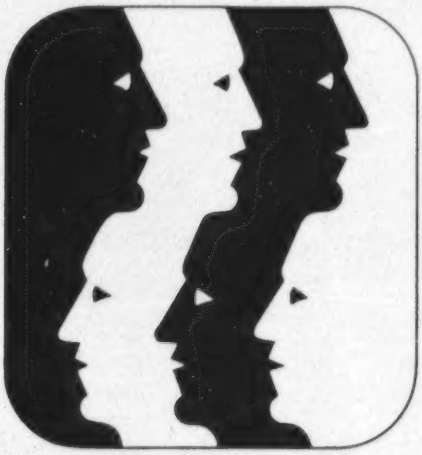
5. Females were somewhat more likely to have used or to intend to use the Career Planning and Placement Center.

6. Female respondents were less likely to have earned a bachelor's or more advanced degree than were male respondents.

7. In general, female respondents were slightly more positive in their perceptions of JCCC.

Although males and females responded much more similarly than differently to the survey, the composite picture produced by the differences noted here suggests that females represent a somewhat more likely market for JCCC services than males. The survey thus documents the observable trend that JCCC continues to attract and serve a larger proportionate percentage of women than men.

IF <u>YOU</u>
DON'T
TELL US
NO ONE
WILL...



If you don't tell us, no one will.

Johnson County Community College is looking to the future ... a future that includes **improved programs and services for you, your family and neighbors.** But in order to improve, we need to know how you feel about the College right now.

Your household is part of a **carefully selected sample** of Johnson County residents who are being asked to share their feelings and perceptions about the College and its services.

To make sure that the results are scientifically representative of the feelings of County residents, it is important that you **complete the questionnaire and return it to us immediately.** A postage-paid return envelope is enclosed for your convenience. You can be assured that your responses will be **completely confidential.**

Because we appreciate your taking the time to respond to this important questionnaire, we would like you to **be our guest at the movies.** Enclosed is a coupon good for **free admission** anytime in the coming year to one of our popular movie offerings.

If you have any questions, you can call the College at 541-3886 and ask for Barbara. She'll be glad to help you.

Thank you very much for your cooperation.

PS—Please drop your completed questionnaire in the mail today.

Johnson County Community College
12345 College at Quivira
Overland Park, KS 66210

1. Before you received this survey, had you heard of Johnson County Community College? (Circle the number of your response.)

   1 No
   2 Yes
   3 Uncertain

   In what ways do you get current information about JCCC?

   1 Radio
   2 Cable Television
   3 Commercial Television
   4 Personal Contacts (JCCC students, staff, friends, etc.)
   5 Area Newspapers
   6 Brochures and Pamphlets
   7 Class Schedules
   8 Other (Please describe.) _____

2. What do you think is the best way for us to let you know about the classes, cultural programs, sports events and other services provided by JCCC?

   1 Radio Announcements
   2 Newspaper Articles
   3 Television
   4 Direct Mail
   5 Other (Please describe.) _____

3. Have you ever taken a class at JCCC?

   1 No
   2 Yes, currently enrolled at JCCC
   3 Yes, attended JCCC prior to 1982

   What kind of class(es) have you taken?

   1 Credit Class
   2 Non-Credit Class
   3 Both Credit and Non-Credit Classes

4. Has anyone in your household ever taken a class at JCCC?

   1 Yes
   2 No

   Do you know anyone who has attended JCCC?

   1 Yes
   2 No

5. Have you ever attended any of the following activities at JCCC? (Circle the numbers corresponding to the activities you have attended.)

1 Sports Activities
2 Concerts
3 Plays
4 Art Exhibits
5 Seminars/Lectures/Workshops
6 Movies
7 Other (Please describe.) _____

6. Would you be interested in attending any of these activities in the future?

1 No
2 Yes (Please describe.) _____

7. Have you ever used any of the following services at JCCC? (Circle the numbers corresponding to the services you have used.)

1 Career Planning and Placement Center
2 Dental Hygiene Clinic
3 Library
4 Gallaudet Regional Extension Center
5 Brown and Gold Club
6 Testing and Assessment Center (Includes GED testing.)
7 Banquet/Meeting Facilities
8 Other (Please describe.) _____

8. Would you be interested in using any of these services in the future?

1 No
2 Yes (Please list.) _____

9. Which one of the following statements best describes how you feel about JCCC?

1 JCCC provides quality college instruction at a reasonable cost.
2 JCCC provides college instruction at a reasonable cost but the quality of education is not as good as it might be.
3 JCCC provides quality college instruction but the cost is high.
4 The cost of instruction at JCCC is high and the quality is not as good as it might be.
5 No opinion.

10. Do you plan to enroll in a college class next fall?

1 No

2 Yes

3 Undecided

Where are you planning to enroll?

1 JCCC

2 Another Community College

3 University or Four-Year College

4 Vocational School

5 Undecided

Would you say that your ***main*** purpose for attending will be:

1 To Take Classes Leading to a Bachelor's Degree

2 To Take Classes That Will Prepare You for a New Job

3 To Take Classes That Will Help You Advance in Your Present Job

4 For Personal Improvement or Enrichment

11. Listed below are some of the functions of Johnson County Community College. In your opinion, how well does JCCC perform each of these functions?

functions	very well	above average	average	below average	poorly
Provides instruction which enables people to learn new job skills or to move up in their present jobs	☐	☐	☐	☐	☐
Provides instruction for students who plan to transfer to a four-year college or university	☐	☐	☐	☐	☐
Provides lifelong learning services	☐	☐	☐	☐	☐
Provides cultural activities for the community	☐	☐	☐	☐	☐
Provides students and persons in the community with support services such as counseling and job placement	☐	☐	☐	☐	☐
Provides services to the handicapped	☐	☐	☐	☐	☐
Stays abreast of the educational needs of the community	☐	☐	☐	☐	☐
Provides facilities for recreational and cultural activities	☐	☐	☐	☐	☐
Cooperates with other local organizations to meet community needs	☐	☐	☐	☐	☐

12. Below are some statements regarding Johnson County Community College. Please place a ✓ in the box that best describes your feeling about JCCC.

	agree	disagree	no opinion
JCCC is conveniently located	☐	☐	☐
Students receive a good education at JCCC	☐	☐	☐
I would encourage my friends to go to JCCC for their education	☐	☐	☐
JCCC has a good reputation	☐	☐	☐
Classes at JCCC are too easy	☐	☐	☐
The community gets its money's worth from JCCC	☐	☐	☐
The tuition at JCCC is reasonable	☐	☐	☐
I would encourage my children to go to JCCC for their education	☐	☐	☐

Complete this section if you have ever been on the JCCC campus (to attend class, to use College services, to attend a special event, etc.). If you have never been on the JCCC campus, go to question 15.

13. Place a ✓ in the box that best describes your feelings about JCCC.

	yes	no	no opinion
JCCC employees are courteous and helpful	☐	☐	☐
The equipment and facilities are well-maintained	☐	☐	☐
The food in the JCCC cafeteria is as good as the food in most other cafeterias	☐	☐	☐
The parking at JCCC is convenient	☐	☐	☐
The JCCC campus is clean	☐	☐	☐
The campus security guards were available when I needed them	☐	☐	☐
The campus is accessible to handicapped individuals	☐	☐	☐
It is easy to find my way around campus	☐	☐	☐

Complete this section only if you are currently enrolled or have ever taken a class offered by JCCC. If you have never attended a class offered by JCCC, go to question 15.

14. Place a ✓ in the blank that best describes your feelings about JCCC.

	agree	disagree	no opinion
I receive courteous and prompt service from JCCC staff members	☐	☐	☐
The atmosphere at JCCC is friendly	☐	☐	☐
Services are available to students who attend class at night	☐	☐	☐
Financial aid is available to students who need assistance	☐	☐	☐
JCCC's tuition payment policy is convenient and fair	☐	☐	☐
I know whom to contact on the faculty or staff when I have problems	☐	☐	☐
My contacts with the campus administration have been favorable	☐	☐	☐
The collection of material in JCCC's library meets my academic needs	☐	☐	☐
Services are available to students who attend class on weekends	☐	☐	☐

Finally, we need to ask you some general questions about yourself so that we can group your responses for statistical purposes.

15. Do you read an area newspaper on a regular basis?
(Circle the number of your response.)

1 No

2 Yes (Please list the names of the newspapers you read.)

_____

16. Do you have a favorite radio station?

1 No

2 Yes (Please give the call numbers or letters of the radio station.)

_____

17. Do you have cable television?

1 No

2 Yes

Do you ever watch Overland Park Telecable 3A?

1 No

2 Yes

Do you ever watch Olathe Telecable 9?

1 No

2 Yes

18. How long have you lived in Johnson County?

1 Less Than One Year

2 1 to 3 Years

3 4 to 9 Years

4 10 or More Years

19. What is your zip code? _____

20. How much school have you completed?

1 8th Grade or Less

2 Some High School

3 High School Graduate/GED

4 Less Than 2 Years of College

5 2 or More Years of College (Includes Associate Degree.)

6 Bachelor's Degree

7 Graduate Credit/Graduate Degree

8 Other Training

21. How long has it been since you last attended school?

1 Currently Attending

2 Less Than 1 Year

3 1 to 3 Years

4 4 to 9 Years

5 10 or More Years

22. How many members of your household (not counting yourself) are in the following age groups? (Please write in each blank the number of persons in your household within each age group.)

age group

____ Under 6	____ 24 to 29
____ 6 to 11	____ 30 to 39
____ 12 to 14	____ 40 to 49
____ 15 to 17	____ 50 to 59
____ 18 to 23	____ 60 or Older

23. What is your age? _____

24. What is your sex?

1 Male

2 Female

Is there anything else you would like to tell us which might help to improve our programs and services?

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Thank you for your assistance!